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Booher Named Chairman of McGraw-Hill Books

By HARRY GILROY

✓ Edward E. Booher, president of McGraw-Hill Book Company since 1960, became chairman of the concern yesterday and Harold W. McGraw Jr., executive vice president, succeeded him as president.

Shelton Fisher, president of McGraw-Hill, Inc., of which the book company is a division, said the changes were designed to strengthen management of the rapidly growing company. He added:

"The past decade has seen the book company quadruple its volume, and its prospects for future growth are promising indeed."

The McGraw-Hill Book Company, one of the largest general and educational publishing companies in the country, had an income of \$139-million last year and anticipates \$160-million this year. It is the biggest division of McGraw-Hill, Inc., whose revenue from magazines, newspapers and information services as well as books totaled \$328-million last year.

Both Mr. Booher and Mr. McGraw indicated that other executive promotions were in prospect. Mr. Booker said, "There will be other moving along in the next years."

Booker's Responsibilities

In his new position, Mr. Booker, who is 57 years old, continues as the book company's chief executive officer and chairman of the editorial and executive committees. He will also direct the international end of the business.

Mr. McGraw, 50 years old, will be the chief operating officer and run its American business. A grandson of James H. McGraw, who was one of the founders of the organization, Harold McGraw became the first member of this family to



Harold W. McGraw Jr.



Edward E. Booher

be the book company's chief operating officer.

The book company was founded in 1909, when James McGraw and John Hill, competing publishers of technical magazines, decided to set up a books that occasionally resulted from their magazine work. They continued to compete in the magazine field.

"The story around here," Mr. McGraw said yesterday, "is that the two men discussed which one would have his name first on the joint book company and which one would be president. Someone flipped a quarter. We won, so it became the McGraw-Hill Book Company and Mr. Hill became the president. Later, when Mr. Hill died, James McGraw bought the Hill magazine business."

Mr. Booher, who joined McGraw-Hill shortly after graduation from Antioch College in

1936, began as a college-book salesman, held sales and editorial positions in the college and technical education departments, became vice president in 1944 and executive vice president in 1954. After becoming president, he was elected to the board of McGraw-Hill, Inc.

He is president of the American Book Publishers Council and Chairman of Franklin Book Programs, the nonprofit organization that helps less developed countries establish their own book industries. He is a past president of the American Textbook Publishers Institute.

One of the purposes of the executive changes is to give to Mr. Booher more time for planning. He commented yesterday that McGraw-Hill had put together "a fairly complete and cohesive group of enterprises which pretty well cover the

needs of education as far as publishing is concerned."

He said he hoped to have more time "to make these parts work together better," adding, "Quite a few giants that collect enterprises end up with a bushel basket of parts which they are not able to relate."

He said: "We haven't been able to do it perfectly, but I really do think we know what we are doing. This company is made up of publishers, not specialists out of other industries. I think that with this talent we can make the whole of the company bigger than the sum of the parts."

Mr. McGraw, a 1940 Princeton graduate and ex-captain of the Air Force, started as a trade-book salesman in the company 22 years ago. He said yesterday that he sees "one of my big jobs to be the personal development in younger publishers here of a professional pride in making publishing a catalyst in this changing period in education."

Emphasizing the continuing importance in education of books and other instructional materials produced by the publishing company, he said: "I see an increasing need to get into educational services — for example, in-service teacher training."